cost of the scheme and also to meet the shortfall in cash flow during the period of rehabilitation;

(c) whether the period of sixty days has been given for this purpose;

(d) whether Govemment have given such commitment, so far; and

(e) if not, the reasons therefor?

THE MINISTER OF STATE INTHE MINISTRY OF HEAVY INDUSTRIES AND PUBLIC ENTERPRISES (DR. VALLABH BHAI KATHIRIA): (a) The Government have forwarded a draft revival scheme as recommended to the BIFR.

(b) to (e) Yes, Sir. The hearing was held on 11.1.2001 in which BIFR has given sixty days for Government's reaction.

Negative growth rate in PSEs

1019. SHRI K. RAMA MOHAN A RAO: Will the Minister of HEAVY INDUSTRIES AND PUBLIC ENTERPRISES be pleased to state:

(a) whether it is a fact that the Public Sector Enterprises in the first nine months of the current financial year *i.e.* 2000-2001 registered a negative growth of over 5 percent;

(b) if so, the reasons for such negative growth; and

(c) what steps the Government have taken for improve the growth rate?

THE MINISTER OF STATE INTHE MINISTRY OF HEAVY INDUSTRIES AND PUBLIC ENTERPRISES (DR. VALLABH BHAI KATHIRIA): (a) and (b) Nine monthly information is not maintained centrally. However, as per information available in chapter 18 of Volume 1 of the Public Enterprises Survey 1999-2000 which was laid in the Rajya Sabha on 27.2.2001 and is a published document, the performance of Central Public Sector Enterprises in terms of turnover, profitability and capital employed as a whole indicates a positive growth rate during first six months of the current Financial Year *i.e.* 2000-2001.

(c) Performance improvement is a continuous process. Enterprise specific steps in this regard are taken by the administrative Ministries/Departments/ Management of PSUs from time to time. Some of the steps taken/being taken include financial and business restructuring; formation of joint ventures; technology upgradation; modernization of plant and machinery; enhanced

capacity utilization; improve marketing strategies; cost control measures; optimization of inventories; rationalisation of manpower; etc. as the case may be.

Earnings of Doordarshan through commercials

1020. SHRl *K.* M. KHAN: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the total earnings of Doordarshan through commercials for the financial year 2000-2001 so far; zone- wise;

(b) the increase in percentage of earnings, if any, as compared to the same period last year;

(c) the steps being taken to improve the earnings through commercials;

(d) whether the commercial rates of Doordarshan are competitive as compared to private channels; and

(e) if not, the reasons therefor?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) Prasar Bharati have intimated that the total earnings of Doordarshan through commercials for the financial year 2000-2001 (till 31st January, 2001) is Rs. 510.01 crores. Details of zone-wise earnings are given in the Statement (See below).

(b) Prasar Bharati have intimated that the revenue earnings have increased by 47.84% between the period April, 2000 — January, 2001, as compared to the same period in 1999-2000.

(c) Prasar Bharati have intimated that they have initiated a number of steps, to increase revenue generation, which include adopting a proactive and market friendly approach towards producers, advertisers, advertising agencies and sponsoring bodies; functional autonomy to regional centres with regard to commercial matters; establishment of an in-house Marketing Wing in Mumbai to ensure effective marketing of programmes, etc.

(d) Yes, Sir.

(e) Does not arise.